



WEF 2024

INTRODUCTION

WORLD ELECTRONIC FORUM 2024
AT INTERNATIONAL UNIVERSITY OF RABAT

WEF 2024

April 15th - 18th - Rabat, Morocco

World Electronics Forum – A Global Initiative

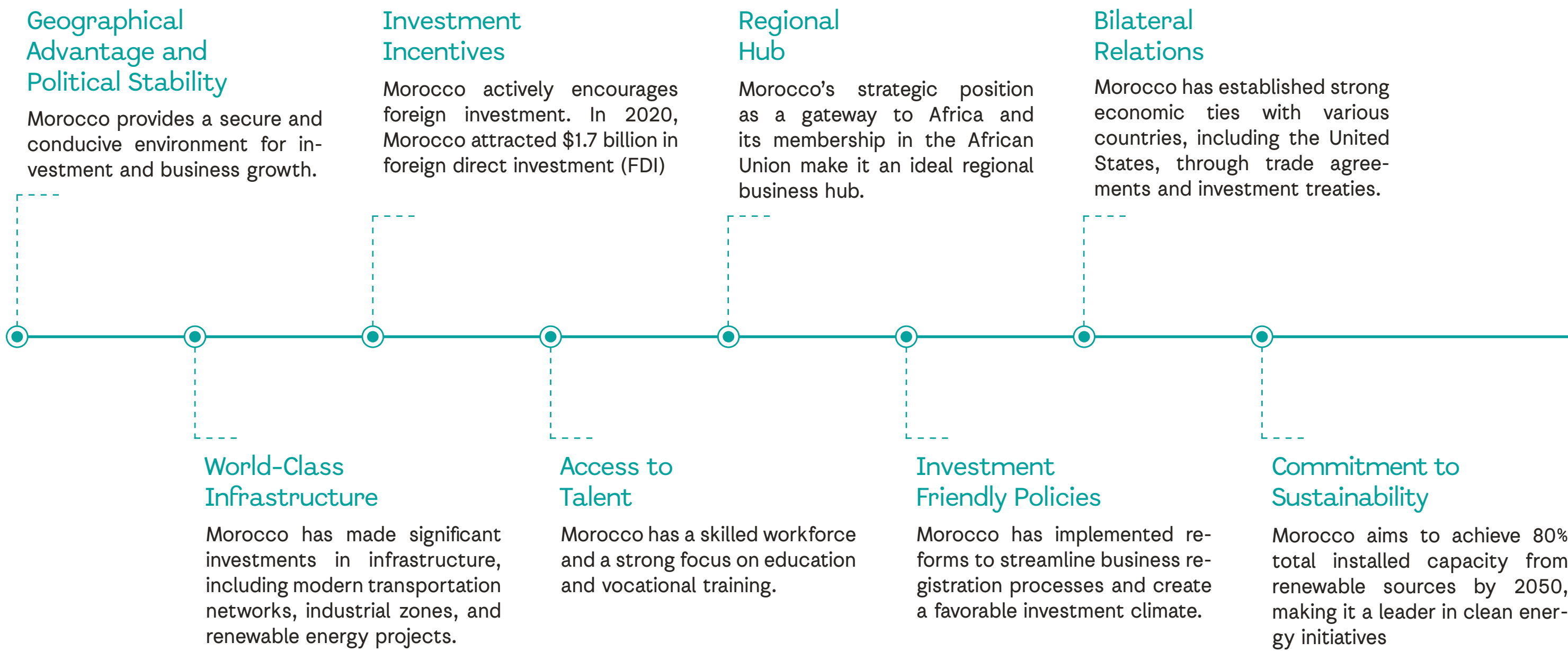


Since 1995, the World Electronics Forum (WEF) has been a prestigious global event, bringing together international industry leaders to discuss critical issues, exchange information, and foster collaboration. WEF serves as a platform for networking, knowledge-sharing, and exploring opportunities for sustainable growth, diversity, and inclusivity within the electronics industry.

This year's WEF in Morocco emphasizes an open innovation approach, fostering collaboration between academia, industry, and technology enthusiasts. As a unique component of WEF, the Hackadir Hackathon serves as an ideation catalyst, igniting innovation and collaboration among participants. This two-day hackathon challenge, held prior to WEF, provides a dynamic environment for participants to develop groundbreaking ideas and solutions for smart cities. The Hackadir results and the winning startups from the Startup Village will be showcased at the Gala, the closing event of WEF. The Gala presents an excellent opportunity for sponsors to celebrate the achievements of the Hackadir Hackathon and the startups, network with industry leaders, and gain visibility among influential stakeholders.



Morocco a global entry: the gateway to Africa



The WEF 2024 Morocco at International University of Rabat



Welcome to the World Electronics Forum (WEF) 2024, a paramount gathering of CEOs and Directors from electronics industry associations worldwide. Established in 1995, WEF has become a linchpin for international discourse, fostering collaboration, and fortifying global industry bonds. Participation at WEF is an exclusive gateway, open to any electronics industry-affiliated trade organization, offering access to invaluable industry research, collaboration initiatives, and elite networking opportunities. This year, WEF 2024 is honored to find its home in Rabat, Morocco, specifically hosted at the prestigious International University of Rabat (UIR). Nestled in the heart of Technopolis Rabat-Salé, UIR stands as a beacon of modern education and innovation. Founded in 2010, this semi-public institution boasts of its partnerships with international universities, offering dual-degrees in a range of fields from engineering and aeronautics to business management and political sciences. Beyond its academic

pro prowess, UIR is emblematic of Morocco's commitment to fostering a synergy between education, research, innovation, and development. With its ethos deeply rooted in propelling major development projects in Morocco, the university truly embodies the spirit of sustainable growth and innovation. With UIR's state-of-the-art facilities serving as the backdrop, WEF 2024, on April 15th - 18th, will emphasize empowering Sustainable Electronic and Digital innovation to address global challenges. Our principal mission at WEF is to supercharge innovation by offering an optimal environment for ideation, nurturing transformative solutions, and facilitating rapid prototyping and experimentation. We are dedicated to inclusivity and seek to integrate the MENA region's insights and potential into our global endeavors. Brace yourself for interactive sessions, invigorating discussions, and enlightening workshops that aim to revolutionize the electronics industry's journey towards sustainable growth and evolution.



Open Innovation and Public Private Partnership: 360° reflection

4 Days of Collaborative Exploration
April 15th - 18th 2024

4 Significant Gatherings
Hackadir, Startups Village,
World Electronics Forum, Gala

2 Phases for value creation
Ideation and Industrialization

3 Points of view
University Students, Entrepreneurs,
Industry Leaders



Harnessing the Synergy of Innovation and the Future



Youth Leading the Way:
to the Future of Resilient Cities & Territories



Open Innovation and Value Creation:
Igniting the Power of Collaboration

Open Innovation: Paving the Future of Resilient Cities & Territories



Next-gen Innovators

Students and Educational Institutions



Expert Insights

Digital, Innovation & Education Experts



Catalysts of Change

Incubators & Associations



Global Startup Showcase

International Startups with
a Value Proposition



Industry Leaders

Corporates Operating or Concerned
by the Areas of the Topic



Capital for Innovation

Investment Funds

Resilient Cities & Territories through digital and electronics solutions



In connection with the upcoming WEF, Hackadir will gather talented young individuals who can contribute to the future of Resilient Cities & Territories.

HACKADIR objective

The hackathon objective is to provide a dynamic platform for brilliant global minds, to converge, collaborate, and unleash their creativity in developing transformative solutions.

HACKADIR Themes

During those 2 days, youth will have the opportunity to explore and propose innovative solutions that embraces the 17 UN Sustainable Development Goals while focusing on one of those 3 themes :

1. Emergency services
2. Sustainable infrastructure
3. Sustainable Energy

Emphasis on Agility and Resilience

Events like 2023 Marrakesh-Safi Earthquake and COVID-19 have highlighted the need for cities to demonstrate agility and resilience.



Day 1 & Day 2: Hackadir Ideation Catalyst

HOW TO LEVERAGE TECHNOLOGIES TO SHAPE THE FUTURE OF RESILIENT CITIES?

Call for projects and partnering academic institutions

Identify 12 projects

4 members team per project

IDEATION WORKSHOPS

20+ business mentors

15+ innovation experts

Design & prototyping

HACKADIR PITCH

12 presentations

5+ distinguish jury members

3 winners

AGORA

Emergency Services Open Talk

Sustainable Infrastructure Open Talk

Sustainable Energy Open Talk

VIP WEF Members Program

Day 1		April 15 th
From 9 AM - 9 PM		
Breakfast Hotel		7:00 am
Meet at Lobby, board on bus		9:00 am
Guided visit the Kasbah des Oudayas		9:15 pm
Visit of the Parliament of Morocco		10:30 pm
Press Release with welcoming ceremony City of Rabat, Region Rabat Salé, Ministry of Industry and Investment.		11:30 pm
Garden Lunch		12:30 pm
Meeting with Moroccan Electric Association		2:15 pm
Back at hotel		3:30 pm
Welcoming Cocktail with TechnoPark of Rabat. Introduction of WEF members, Presentation of Rabat Ecosystem, their current international collaboration. Networking with investors.		5:00 pm
Moroccan Rooftop Dinner		7:15 pm

April 15th Day 1 - VIP WEF Members Program



VIP WEF Members Program

Day 2		April 16 th
From 9 AM - 9 PM		
Breakfast Hotel		7:00 am - 8:30 am
Matchmaking Networking Tea Session	Meeting with private companies, investors and interested parties.	9:00 am - 12:00 pm
Lunch in the Medina of Rabat		12:30 pm
Visit University International of Rabat innovation Lab		2:15 pm - 4:00 pm
Intro Hackadir Hackathon		4:15 pm - 5:15 pm
Rooftop Dinner		7:00 pm

The Hackadir Resilient Cities Hackathon will embrace the 17 UN Sustainable Development Goals while focusing on Emergency Services, Sustainable Infrastructure, and Sustainable Energy.

April 16th Day 2 - VIP WEF Members Program



Who will be there ?

WEF brings together CEOs and Directors of electronics industry associations worldwide, as well as representatives from affiliated trade organizations, to exchange ideas, insights, and expertise.

	 <p>Mohcine Jazouli Minister to the Head of Government of Investment, Convergence and the Evaluation of Public Policies of Morocco</p>	 <p>Khalid Ait Taleb Minister of Health of Morocco</p>	 <p>Ryad Mezzour Minister of Industry and Trade</p>	
	 <p>Miraoui Abdellatif Minister of Education, Scientific Research and Innovation</p>	 <p>Jean Staune Founder of Interdisciplinary University of Paris</p>	 <p>Chen Yuehua President of Shenzhen OCT Vision Inc</p>	
	 <p>Wang Ning President of China Electronics Chamber of Commerce</p>	 <p>Janenne Remondino Sr. Director, International Programs at CTA, producers of CES</p>	 <p>Long Hong Chairman - Shenzhen OHT Technology</p>	
	 <p>Jérôme Hénique Director of MENA & Africa region - Orange</p>	 <p>Tony Smith Executive Chairman - Consumer Electronics Technology Industry Association</p>	 <p>John T. Kelley Vice President CTA, producers of CES</p>	
	 <p>H.E Laila Rahhall El Atfani The Royal House of Sheba Crown Senator. Founder & CEO Business Gate Dubai and I am africa platform</p>	 <p>Pierre-Jean Gire Ambassador of the Pontifical Foundation and Privileged Interlocutor with the Vatican</p>	 <p>Thierry Lestable Executive Director - TII</p>	

Global Exposure & Benefits



Thought Leadership

Position yourself as a leader in electronics, innovation, and smart city development with its partnership with World Electronics Forum 2024.



Access to untapped markets

By connecting with professionals and key decision-makers from the MENA and African regions, your organization can explore new business opportunities and expand its reach in these rapidly growing markets.



Speaking Opportunity and Interview

Showcase your expertise and vision as you speak alongside exceptional speakers and participate in a video interview published on social media platforms.



Networking & Collaboration Opportunities

Exploring potential collaborations with global universities, industry partners, and startups.



Insight into regional trends and challenges

Gain valuable insights into the unique trends, opportunities, and challenges faced by the electronics industry globally and in the MENA and African regions, allowing your organization to tailor its offerings and strategies to better serve these markets.



Enhanced Visibility and Networking

Increase brand visibility through on-site and digital exposure, including your logo on event materials, the event replay screen, and promotional campaigns. Access exclusive networking opportunities with industry leaders and key stakeholders throughout the event.

Digital event

The World Electronic Forum (WEF) is proud to collaborate with our esteemed media partner, to provide our sponsors with unparalleled exposure and promotional opportunities. As a sponsor, you will benefit from extensive press coverage, event replays, and exclusive interviews conducted by our media partner, ensuring that your brand gains maximum visibility within the electronics industry.

Additionally, our digital event and networking app, Teoola, will further enhance your organization's presence by facilitating connections with industry professionals and fostering meaningful interactions with key decision-makers. By sponsoring WEF, your organization will not only contribute to the growth and innovation of the electronics sector but also receive exceptional media exposure and networking opportunities through our strategic partnership with our media partner.



Package

Silver

From €30k

- Logo on all prints
- Logo on website & app
- Brand mention in press release
- Logo positioned on 12 weeks of communication
- Access to the VIP & Private Networking area
- Photo & video coverage of the Event



Gold

From €50k

- All benefits of Silver sponsorship
- Interview broadcast published on social media platforms.
- Digital interview on Web and Mobile app
- 2 VIP tickets to the Gala



Platinum

From €75k

- All benefits of Gold sponsorship
- Private security & VIP car
- Meetings with VIPs and Officials
- 2 additional VIP tickets to the Gala



Diamond

From €100k

- All benefits of Platinum sponsorship
- Premium Logo Branding
- Participate as a speaker in a panel session or be featured prominently during a tea time break or lunch of your choice.
- 25% discount if signed up before July 15



Don't miss this chance to be a part of this 4 days prestigious event and leverage the platform to propel your business to new heights.

Customized Packages

Tailored sponsorship options based on specific needs and objectives

From €30k to €100k



Hackadir challenge sponsorship

Are you interested in empowering what's next?

On April 15th - 16th 2024, join us as a Challenge Sponsor to get a very high visibility, either for your country, region, company, technology... Join this challenge to be part of what's next and foster innovation at scale. The challenge event will be seen as a symbol of Morocco next generation of business and innovation, hosting international teams and mentors from guest countries, such as: China, Israel, USA...

Challenge Silver

From €10k

- Logo on all challenge prints
- Logo on challenge website & app
- Logo during the challenge on-site
- Brand mention in challenge press release
- Logo positioned on 12 weeks of communication
- Access to the VIP & Private Networking area
- Photo & video coverage of the Event

Challenge Gold

From €25k

- All benefits of Silver sponsorship
- Your topic of choice is added into the 2-day challenge (under approval)
- 1 keynote at the challenge pitch event
- Your team of mentors/experts can escort the 2-day challenge
- 1 seat as the judge at the challenge pitch event
- Interview broadcast published on social media platforms.
- Digital interview on Web and Mobile app
- 2 VIP tickets to the Gala








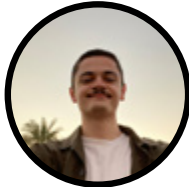







Customized Packages

Tailored sponsorship options based on specific needs and objectives

From €30k to €100k

Team WEF 2024: Uniting Global Innovators & Thought Leaders

The World Electronic Forum 2024 team comprises a diverse and dynamic group of individuals, each bringing their unique backgrounds, skills, and enthusiasm for innovation. These talented professionals are leading the charge in advancing the technology industry and driving meaningful progress within the sector.

	 <div>Lamia AAMOU Chairwoman WEF 2024</div>	 <div>Jessica CHIN FOO Director of Marketing & Strategic Partnerships</div>	 <div>Aminata BASSENE Director of Accounting and Finance</div>	
	 <div>Sarah HARRACH Chief Operating and Institutional Officer</div>	 <div>Guillaume BRUNON Design & web manager</div>	 <div>Charlie Alfredo VARELA DA VEIGA Director of Digital Event</div>	
	 <div>Géraldine DUNOYER Director of Global Partnership</div>	 <div>Janenne REMONDINO Advisor</div>	 <div>Yossi DAN Hackadir innovation advisor</div>	

Partners & Participants

PROUDLY SUPPORTED BY



STRATEGIC PARTNER



Chutzpah Lab.



A COMING TOGETHER



WEF 2024 MOROCCO

SPONSORSHIP FORM

Company / Public institution:

Represented by:

Function:

Address:

Country:

E-mail:

Choose your sponsorship package:

SILVER

GOLD

PLATINUM

DIAMOND

Signing Date:

Location:

Stamp and signature:



April 15th - 18th 2024

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